

marble details

Architects:
Eggers & Higgins

*Mutual Benefit Life
Insurance Building,
Newark, New Jersey*





MARBLE...

The Mutual Benefit Life Insurance Building in Newark, New Jersey, was given the William E. Lehman Award for outstanding architectural design. Editorially, the building was called "a symbol and igniting force behind the chain of events forming the blueprint of Newark's redevelopment." And no small factor in the distinction achieved by the architectural firm of Eggers and Higgins was the profuse use of marble.

Marble is used with magnificent effect in the main entrance lobby, all elevator lobbies, in washrooms and toilets, on walls and floors, for superb decoration, and for sensible, low-maintenance utility. Wherever used it adds beauty, reduces cost, provides distinction.

Yet even the initial cost was low, since less than 1.2% of the building cost was absorbed by the marble.

Here again, Marble *proves* its economy, a fact that has been clearly demonstrated in a comprehensive study "Proof that Marble Costs Less..." Write now for your free copy to



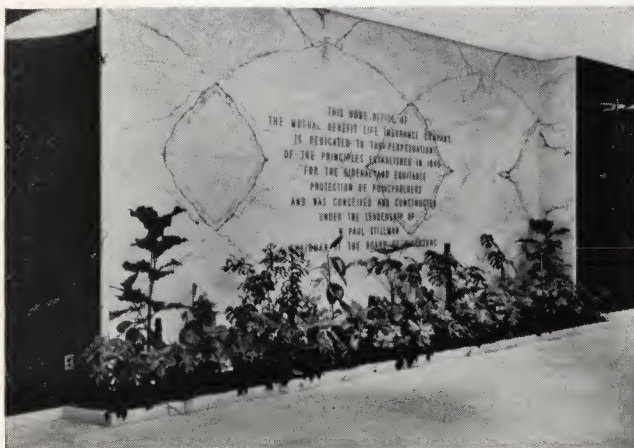
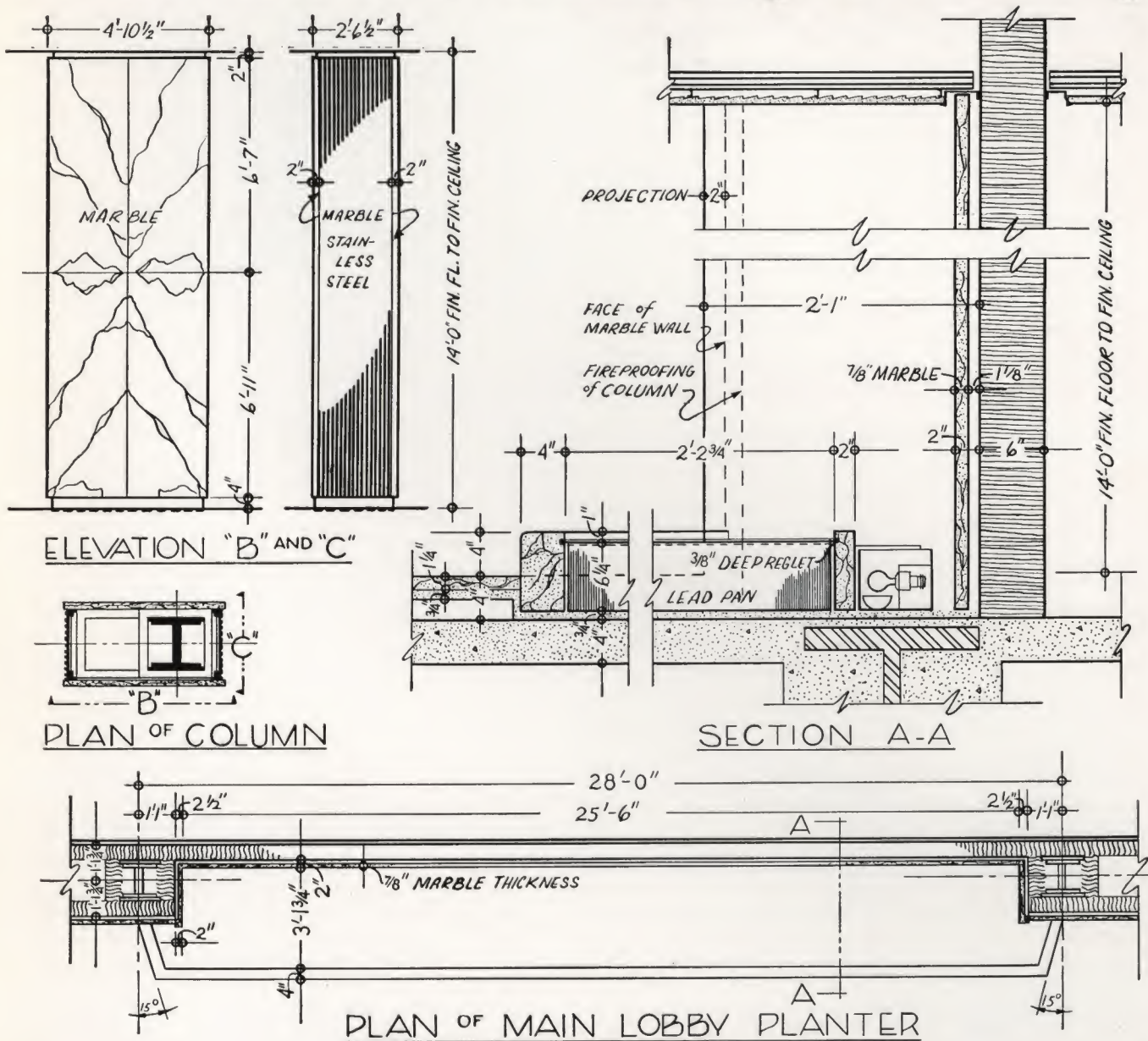
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MUTUAL BENEFIT LIFE INSURANCE BUILDING, NEWARK, N. J.; EGGERS & HIGGINS, ARCHS.



in an award winning building



marble

*for economy that
can be proved!*

No one who is familiar with Marble will fail to recognize its essential beauty. It is universally accepted as unequalled in appearance and in its ability to add prestige to a building or to enhance its investment value. The basic economy of marble, however, may not be so well understood.

Building owners and those who counsel them in the construction or maintenance of buildings will easily recognize the fallacy of considering only the initial cost of any material. An investment of millions of dollars is poorly made if no thought is given to the cost of maintaining that investment at full value. And many building materials are extremely costly to maintain.

Marble, however, is not one of these. In fact the ease with which it can be maintained in full beauty and attractiveness is one of the prime reasons for its popularity today. Maintenance engineers understand this. So do architects and building owners who have studied the facts.

And the facts are available—case histories and documented studies. They are contained in an authoritative brochure called "Proof that Marble costs less . . ." which will be sent you at no cost if you write

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